

# TIPS FOR ACCESSIBILITY

- 1** Provide descriptive image captions and alt text, including GIFs. Try not to use, "image of," and be sure to describe the importance, or humor of what is shown. Essentially...explain the joke.
- 2** Include captions on descriptions with any provided video.
- 3** Write passages and descriptions in plain language. Try to avoid jargon, slang, or technical terms that may confuse readers.
- 4** All-caps items can be difficult to read and can easily be misinterpreted by screen readers.
- 5** When writing hashtags on and for social media, capitalize the first letter of each word in the hashtag to make them more legible and easier for screen readers. For example: #KYLibraries instead of #kylibraries.
- 6** Put any hashtags or mentions at the end of a social media post. Punctuation marks are often read aloud by screen readers and things like hashtags or at-symbols can easily disrupt copy.
- 7** Don't say "click here." Use call-to-action statements like "sign up," "apply here," "try for free," or "subscribe."
- 8** Limit the use of emojis. Emoji and older-style emoticon are often read aloud by screen readers and other assistive technology. Screen readers will read emojis as their descriptions, which can easily disrupt the message of a social media post.
- 9** Use an adequately large font size so as to maximize legibility. This is especially important in images or certain areas that are not modifiable. 14 point font is the minimum size for accessibility and for material to qualify for Free Matter for the Blind mail service.